

CRAFTFEST WEDNESDAY, JULY 12, 2017

CraftFest Registration, 7:00 am - 4:00 pm
ThrillerFest Bookstore, open Noon - 6:00 pm, *Booth-Plymouth Room*

ROOM	URIS/JUILLIARD	BROADWAY	CARNEGIE/ALVIN	BALLROOM I
MORNING COFFEE - 8:00 am - 10:00 am Hosted by ITW Ballroom I Foyer				
8:00 am - 8:30 am	WELCOME MEETING, Broadway Hosted by ITW CraftFest Director D.P. Lyle, M.D., Past-President Kathleen Antrim, and Marketing Chair Jon Land			
CRAFTFEST CLASSES				
8:30 am - 9:20 am	Boyd Morrison PACING: Creating A Book Readers Can't Put Down	Carla Buckley & Jenny Milchman HIGH STAKES ON A SMALL STAGE: The Exploding Popularity Of The Family Thriller	Adam Hamdy ADAPTING NOVELS FOR THE SCREEN	Steve Berry THE SIX C'S OF STORY STRUCTURE: It's Not Everything – It's Absolutely Everything
9:30 am - 10:20 am	Geoff Symon DEAD RIGHT: Autopsies For Authors	David Holtzman HACKING FOR HACKS	Sam Wiebe BRINGING CHARACTERS TO LIFE	Steve Berry WHO'S TELLING THE STORY AND WHAT ARE THEY SAYING: POV And Dialogue
10:30 am - 11:20 am	Meg Gardiner SUSPENSE: Keep Characters In Peril And Readers Turning Pages	Steven James TROUBLESHOOTING YOUR NOVEL: Techniques For Identifying And Solving Manuscript Problems	D.P. Lyle, M.D. FAMOUS PEOPLE; FAMOUS DEATHS: What Medical History Can Teach You About Storytelling	David Morrell COMMON MISTAKES IN DIALOGUE AND DESCRIPTION AND HOW TO FIX THEM
11:30 am - 12:50 pm	CRAFTFEST LUNCH Special Guest Peter Cannon, Senior Editor, <i>PUBLISHERS WEEKLY</i> Interviewed by Steve Berry <i>Ballroom III</i>			
1:00 pm - 1:50 pm	Gabriela Pereira CONQUER THE CRAFT OF WRITING	K.J. Howe, Jaime Levine & Nathaniel Marunas NOTHING IS WRITTEN IN STONE: Editorial Advice From Publishers	Gayle Lynds THE 8 SECRETS TO CREATING A BESTSELLING THRILLER	Jon Land IT'S THE STORY, STUPID!
2:00 pm - 2:50 pm	Anthony Franze & Barry Lancet 10 THINGS BESTSELLING AUTHORS DO TO MAKE THEIR MANUSCRIPT SING	ATF Panel Master: Ginger Colbrun Chris Bombardiere FIREARM FORENSICS	Daniel Palmer THRILLER WRITING FROM A TO Z	Donald Maass THE STORY YOU'RE NOT TELLING
3:00 pm - 3:50 pm	Peter James KEEPING THE READER TURNING THE PAGE	ATF Panel Master: Ginger Colbrun Patrick Hoffman Justin Quinn Thomas Shelton CAPTURING THE WORST OF THE WORST	Andrew Gross USING HISTORY TO CREATE FICTION	Walter Mosley TRANSLATING PROSE INTO CINEMATIC WRITING
4:00 pm - 4:50 pm	Hallie Ephron THE WEB OF CHARACTER	Sean McFate MERCENARIES: An Insider's Perspective	Joan Johnston HOW TO KEEP READERS UP ALL NIGHT	Lee Child HOW DO YOU CREATE A BESTSELLING THRILLER? Ask Lee Child
5:00 pm - 5:30 pm	Authors from all CraftFest classes will sign in the bookstore.			
5:30 pm - 6:15 pm	Kathleen Antrim and Jon Land DISCOVER HOW TO PITCH YOUR MANUSCRIPT, <i>Broadway</i>			
6:30 pm - 8:00 pm	CRAFTFEST COCKTAIL PARTY Hosted by ITW, <i>Manhattan Ballroom</i>			

CRAFTFEST THURSDAY, JULY 13, 2017

CraftFest Registration, 7:30 am - 2:15 pm
 REGISTRATION for THRILLERFEST 12:00 pm - 2:15 pm and 5:00 pm - 7:00 pm
 ThrillerFest Bookstore, open 9:00 am - 6:00 pm, *Booth-Plymouth Room*

ROOM	URIS/JUILLIARD	BROADWAY	CARNEGIE/ALVIN	BALLROOM I
MORNING COFFEE - 8:00 am - 10:00 am Hosted by ITW Ballroom I Foyer				
8:00 am - 8:50 am	Robert Dugoni DYNAMIC STORY: Getting Readers To Turn The Page	Lisa Jackson & Nancy Bush DOUBLING DOWN: Writing With A Partner	Carrie Parks DON'T LIE TO ME	Lisa Gardner HOW ABOUT CHARACTERIZATION: The Art Of Show Not Tell
9:00 am - 9:50 am	T. Jefferson Parker "SLOW TO START, FAST TO FINISH"	Allison Brennan BREAKING RULES TO BREAK IN OR BREAK OUT	Kevin Kamrowski MANHUNTING: Boots On The Ground With The US Marshals	J.A. Jance TO OUTLINE OR NOT OUTLINE: That Is The Question!
9:50 am - 10:10 am	Authors from all CraftFest classes will sign in the bookstore.			
CAREERFEST				
	URIS/JUILLIARD	BROADWAY	BALLROOM I	
10:10 am - 11:00 am	DISCOVER THE BUSINESS AND METRICS OF PUBLISHING Moderator: Jon Land J.D. Barker Robert Dugoni John Gilstrap Christopher Klim Meryl Moss	DISCOVER THE ROAD TO HOLLYWOOD Moderator: Kathleen Antrim Martina Cole Joseph Finder Charlaine Harris Tom Sawyer R.L. Stine Janet Zucker	DISCOVER THE WORLD OF AGENTS Moderator: Jeff Ayers Jenny Bent Dan Conaway Mitch Hoffman Jeff Kleinman Barbara Poelle	
11:10 am - 12:00 pm	DISCOVER THE ROAD TO SUCCESS IN TRADITIONAL PUBLISHING Moderator: Kathleen Antrim Steve Berry Nelson DeMille Karen Dionne Heather Graham	DISCOVER HOW TO MAKE YOUR MANUSCRIPT GREAT Moderator: Jeff Ayers Jaime Levine Danelle McCafferty Wes Miller Neil Nyren Kelley Ragland	Ballroom I will be closed during this hour to prepare for Practice PitchFest	
12:15 pm - 1:45 pm	PRACTICE PITCHFEST WITH SELECTED AUTHORS (Not Included In CraftFest Registration) Ballroom I			
AFTERNOON BEVERAGE SERVICE - 2:00 pm - 4:30 pm Hosted by ITW				
2:00 pm - 4:30 pm	PITCHFEST (Not Included In CraftFest Registration) <i>Uris/Juilliard, Broadway, Carnegie/Alvin, Edison/Winter Garden, Bookroom</i>			
4:30 pm - 5:30 pm	PITCHFEST POWER HOUR <i>Uris/Juilliard, Broadway, Carnegie/Alvin, Edison/Winter Garden, Bookroom</i>			
6:30 pm - 8:00 pm	THRILLERFEST OPENING RECEPTION Co-Hosted by ST. MARTIN'S PRESS/MINOTAUR BOOKS and WRITERS HOUSE Featuring St. Martin's Press/Minotaur Books and Writers House Authors, <i>Manhattan Ballroom</i>			